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ABSTRACT

Noting that entrepreneurs know that marketing can make or break a business and that outreach requires effective written materials, this guide argues that anyone can learn to write effective copy. The guide demonstrates how to write effective sales letters and advertisements and persuasive press releases. It takes readers step-by-step through the process of creating marketing materials that sell, including (1) the importance of knowing the target market before starting to write; (2) how to choose the right voice and language to attract the desired audience; (3) how to determine the most effective format for copy; (4) cost-cutting design and printing tips; (5) how to test copy for its success; (6) legal pitfalls to avoid; and (7) how to find writing and marketing help. The guide contains practical advice, invaluable examples from business owners, and an extensive list of resources that help answer almost any question. (NKA)

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